



Program

Objectives



The CHPA Self-Care Leadership Summit is an intimate, exclusive, annual gathering of the leaders of the consumer healthcare industry. It is where the business of self-care happens. Content is designed for high-level executives, and time is intentionally scheduled for both formal and informal business interaction.

Monday, March 18

- 11:00 am - 5:00 pm **Registration - Talbot A-E Foyer**
- 12:00 - 4:00 pm **Golf Tournament and Activities - Golf Course**
Golf Sponsored by: *Golf Balls & Prizes Sponsored by:*
-  **B&D** nutritional ingredients
 service, science, innovation.
-  **Salvatori-Scott, Inc.**
 Consumer Products Broker
- 2:00 - 4:00 pm **Joint Committee Meeting (Invitation Only) – Talbot F-H**
- 5:30 - 6:30 pm **CHPA Women’s Leadership Forum Reception - Santa Maria**
Sponsored by: 
- 7:00 - 10:00 pm **Opening Night Reception, Dinner & Entertainment – Ocean Front Lawn**
Sponsored by: *Giveaway Sponsored by:*
-  **klick** HEALTH
-  **CHEERS**

Tuesday, March 19

- 7:00 am - 5:00 pm **Registration - Talbot A-E Foyer**
Pop-up Treat at Registration Sponsored by: 
- 7:00 - 8:00 am **Networking Breakfast – Talbot A-E Foyer**
- 8:00 - 9:15 am **Leadership Session – Talbot Ballroom A-E**
Chair and President’s Addresses & Ivan D. Combe Award Presentation –
John Ferris, SLS Program Committee Chair, and Executive VP, Consumer, Bausch + Lomb
Scott Melville, President, and CEO, Consumer Healthcare Products Association (CHPA)
Lisa Paley, President, North America, Haleon
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 healthcare video marketing
- 9:15 - 10:15 am **General Session #1: Navigating Consumer Healthcare Trends - A Retrospective Look at 2023 and a Glimpse into 2024 - Talbot Ballroom A-E**
 In this presentation, Circana will delve into the key trends that shaped 2023 and provide a forward-looking perspective on trends to watch in 2024. Presenters will explore the top growing categories and brands, emerging and challenger brands, and the transformative impact of e-commerce on consumer healthcare. They will also discuss the significant impact of the economy, and how it will affect consumer healthcare categories in 2024 and beyond. As self-care becomes increasingly important to consumers, this presentation will offer an up-to-date look at preferences in self-care, shedding light on how consumers are taking charge of their health and well-being. It will also provide insight into the ever-evolving landscape of connected healthcare, highlighting the role of digital devices in revolutionizing the way healthcare is delivered and accessed and the connection with OTC purchasing.
- Speakers:**
Lance Goodridge, EVP, Analytics & Insights, Global Solutions, Circana
Kristin Hornberger, EVP, Practice Leader Consumer Healthcare, Circana

- 10:15 - 10:30 am **Networking Break - Talbot A-E Foyer**
- 10:30 - 11:15 am **General Session #2: The Future of Science and Medicine with Dr. Scott Gottlieb- Talbot Ballroom A-E**
 The ability to cure once intractable diseases is now at hand. Science has given us transformative new tools to arrest and reverse the underlying causes of once-deadly diseases. What is this future of medical innovation and how will we unlock the promise of new technologies like gene therapy, digital health, artificial intelligence, and regenerative medicine? What are the regulatory and reimbursement strategies that we'll need to adopt to make sure these innovations reach patients, and what are the key scientific advances that are most likely to radically transform health outcomes and the delivery of medicine in the near future?
Moderator:
Scott Melville, President, and CEO, Consumer Healthcare Products Association (CHPA)
Speaker:
Scott Gottlieb, M.D., Former Commissioner Food and Drug Administration (2017-2019); Former Senior Advisor, CMS
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- 11:15 am - 12:00 pm **General Session #3: Consumer Healthcare Leadership Panel – Talbot Ballroom A-E**
 Consumer healthcare is evolving at an accelerated pace, and companies are building diverse portfolios to deliver value, meet changing consumer preferences, and provide strong returns to their investors. Learn how these top executives have transformed their companies for long-term success in the evolving self-care environment and hear their perspectives on the future of the U.S. market.
Moderator:
Fred Hassan, Director, Warburg Pincus
Speakers:
Brian McNamara, CEO, Haleon
Brent Saunders, Chairman and CEO, Bausch + Lomb
- 12:00 - 1:00 pm **Networking Lunch - Talbot A-E**
- 1:00 - 5:00 pm **Business Appointments (with lunch available until 1:00 pm)**
- 1:00 - 1:45 pm **Learning Lab with Let There Be: Be BOLD With Your Science! Why It Matters and How to Use It in Consumer Marketing - Talbot H**
 Every claim, point of differentiation, and benefit comes from your product's science. But this is often the hardest thing to communicate to consumers. It's hard to make science simple and engaging, and it's hard to get scientific content through medical, legal, and regulatory review. In this Learning Lab, presenters will explain why your science matters, how and where to communicate it to consumers, and how it directly impacts sales.
Speakers:
Kathryn Chovanes, Chief Client Officer, Let There Be
Alex Gelbert, Founder & CEO, Let There Be
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- 1:30 - 4:30 pm **CHPA Board Meeting (CHPA Board members only) – Plaza Ballroom**
- 2:00 - 2:45 pm **Learning Lab with ZS: Using Gen AI to Uncover Richer Consumer Insights in Vitamins, Minerals, & Supplements Categories - Talbot H**
 This Learning Lab will explain an approach to using Generative AI to turbo-charge your consumer insights discovery, with the objective of accelerating business results. Learn how to get richer, deeper, and faster insights into your consumers than what is possible with traditional market research. We will share a detailed example of this approach across the Vitamins, Minerals, & Supplements categories, along with some compelling consumer knowledge we uncovered.

Speakers:**Christin Lambert**, Associate Principal, ZS**Kyle McCormick**, Strategy Insights & Planning Consultant, ZSSponsored by: 

3:00 - 3:45 pm

Learning Lab with Eurofins Supplement & OTC Testing: Strategic Partnerships for Brand Protection - Talbot H

At this session, we will navigate through the intricacies of safeguarding your brand name by addressing compliance challenges, with a specific focus on analytical testing. You are invited to participate in an exclusive learning lab session titled "Strategic Partnerships for Brand Protection," featuring presenters Grace Bandong, Director of the Contaminants, and Inorganics Laboratory (Madison, WI, US), and Marielle Weintraub, Ph.D., Director of Scientific Strategy- OTCs & Contaminants Testing (Madison, WI, US). During this session, they will discuss the vital aspects of effective collaboration with a trusted third-party testing lab and guide you through their risk-based approach to testing, which has been customized to meet the unique needs of your industry.

Speakers:**Grace Bandong**, Director, CIP Laboratory, Eurofins Supplement and OTC Testing**Marielle Weintraub**, Ph.D., Director of Scientific Strategy, Eurofins Supplement and OTCSponsored by:  | Supplement & OTC Testing

4:00 - 4:45 pm

Learning Lab with William Hood & Company: Case Studies in Mergers & Acquisitions in Consumer Healthcare - Talbot H

In this Learning Lab, William Hood, Jill Staib and select M&A leaders from the large corporate world will utilize real world case studies to bring to life the world of Mergers & Acquisitions in Consumer Healthcare. The panel will seek to unpack the drivers of M&A, as well as the key determinants of success during and after a transaction.

Speakers:**Michael Arlotto**, Global Head of Corporate Development and Ventures, Kenvue**Ryan Fagan**, Managing Director, Consumer Group, Gryphon Investors**William Hood**, Managing Director and Founder, William Hood & Company**Jill Staib**, Managing Director and Partner, William Hood & CompanyHosted by: 

5:30 - 7:00 pm

Board of Directors Cocktails & Conversations Reception – Colonnade

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Signature Cocktail Sponsored by:



7:00 - 10:00 pm

Board Dinner (by invitation only) - Salt

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7:00 pm

Networking and private dinners on own

9:00 - 11:00 pm

CHPA After Hours Event – All Attendees – Plaza Ballroom I

Step up to the mic and join us for Karaoke thanks to Persuadable Research Corporation! Signature cocktails by Ultima Health products will be available at the bar, along with complimentary products.

Karaoke at After Hours Sponsored by:



Signature Cocktail at After Hours Sponsored by:

**Wednesday, March 20**

7:00 - 11:30 am

Registration - Talbot A-E Foyer

7:00 - 8:00 am

Health In Hand Foundation Fun Run & Walk – Beachfront

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- 8:00 - 10:00 am **Breakfast and Business Appointments - Talbot A-E Foyer**
- 8:45 - 9:15 am **PAC Coffee (By invitation Only) - Talbot F**
- 9:15 - 9:30 am **General Session: Association Business - Talbot Ballroom A-E**
Election of Officers and Directors
Greg Bradley, Chief Executive Officer, Foundation Consumer Healthcare LLC. & CHPA'S Board Nominating Committee Chair
- 9:30 - 10:15 am **General Session #4: Consumer Healthcare M&A Update – An Industry in Transition – Talbot Ballroom A-E**
This session will focus on M&A and the rapidly evolving Consumer Healthcare market landscape. The industry is undergoing unprecedented shifts with the recent emergence of standalone industry leaders in the public markets and more likely to come. Our panel will look back on prior year and on-going M&A developments, frame them within a broader historical context and discuss potential implications for the industry going forward. Speakers will further share key M&A themes across corporate and private equity players, highlight categories and business profiles that are attracting heightened interest and review valuation trends in the space. Join us for an insightful session into the transformative changes in the Consumer Healthcare sector.
Moderator:
Shaun Callaghan, Partner, McKinsey & Company
Speakers:
Slava Leykind, Managing Director, Co-Head of U.S. Consumer Investment Banking, CG Sawaya Partners LLC
Rusty Ray, Managing Partner, Alantra
Susan Roddy, Managing Director, Consumer Health & Wellness Investment Banking, Houlihan Lokey
- 10:15 - 10:30 am **Networking Break - Talbot A-E Foyer**
- 10:30 - 11:15 am **General Session #5: Navigating the Future: The Evolving Retail Landscape - Talbot Ballroom A-E**
Join NielsenIQ and CVS in this insightful session that delves into the dynamic shifts in the retail landscape, explores the evolving preferences of today's consumers, and examines key trends shaping the future of retail. Attendees will discover critical areas of focus for consumer healthcare companies and understand the pivotal role that retail channels play in driving growth.
Speakers:
Sherry Frey, Vice President Total Wellness, NielsenIQ
Musab Balbale, Senior Vice President and Chief Merchant, CVS Pharmacy
- 11:15 am – 12:00 pm **General Session #6: A Political Outlook with Jonathan Martin - Talbot Ballroom A-E**
A highly respected political journalist, Jonathan Martin provides sought-after coverage and regularly drives the news by delivering the inside story from the White House and Capitol Hill to the campaign trail well beyond the beltway. As bureau chief and senior political columnist for POLITICO, Martin is among the most trusted reporters in the country with deep connections to the political leaders, power players, and movers and shakers in Washington, D.C. — and across the country. With vast array of sources in both parties and his keen analytical mind, he reveals what's really happening at the highest levels of American politics.
Co-Moderators:
Lindsay Morris, Director, Federal Relations and Policy, Bayer Consumer Health
Marc Schloss, Vice President, Federal Government Affairs, CHPA
Speaker:

Jonathan Martin, Politics Bureau Chief and Senior Political Columnist, POLITICO

Sponsored by:



12:00 - 1:00 pm

Networking Lunch -

Talbot A-E

1:00 - 4:00 pm

Optional Business Appointments - *Talbot A-E*

1:00 - 2:30 pm

President's Forum Meeting (By invitation only) - *Plaza 1*

Sponsored by:



1:00 - 3:00 pm

Health in Hand Foundation Board Meeting (Foundation Board members only) – *Plaza 2*

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